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ABSTRACT OF THE DISCLOSURE

5 The invention relates to agents for use on skin or hair, particularly for increasing skin tanning and the synthesis of melanin in skin or hair. The invention contains, in particular, cosmetic or dermatological preparations containing quadruply substituted cyclohexene compounds. The use of the preparations leads to the induction and intensification of the tanning mechanisms of skin, the intensification of hair color and thus also to an intensification of the skin's and hair's intrinsic protection.